



Wisconsin Main Street Case Study Promotion

River District Business Directory Wausau



Downtown organizations have the responsibility of promoting the range of goods and services their respective downtowns have to offer. Directories that identify the businesses are common, but challenging. Quality is extremely important. Main Street Wausau accomplished that with its “River District...Upstream from the Ordinary” business directory.

Main Street Wausau, recognizing the power of image marketing engaged in a process to create a multi-faceted campaign designed to target new downtown customers, visitors, and potential businesses. The organization also hoped to enhance the shopping experience for consumers. The result of the planning process has been the creation of a highly effective image of downtown as an eclectic, energized, high quality place to work, shop, own a business or be entertained.

The campaign includes several collateral pieces all of which work together to imprint the image. The first piece is the map and business directory. An illustrator created the map, which includes streets, buildings, parks, parking, the Wausau River Walk, and a narrative description of the “River District.” Each business within the district has a categorized listing and a number for easy location on the map. Businesses were given the option to upgrade their basic listing, for a fee, to include their business logo and additional information. These directories are provided to all district businesses, as well as local hotels, the Convention and Visitors Bureau, Granite Peak Ski Resort, the Wausau Center Mall, local real estate agencies, and other professional businesses and organizations. The cost of \$16,480 to produce this piece included 16 pages of blue and white text, full color cover and map, map illustration, photography, data entry and printing of 30,000 copies.

On street, lighted directories were created featuring the same map, logo and look. Additionally, each business in the district was provided with the River District logo in the form of a window cling, which further identifies their business as being part of the River District. All district businesses have access to a digital version of the image logo for use in their advertising.